The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1.   An interactive television system comprising:

a production system configured to generate video combined with triggers;

a first user viewing system comprising:

a set top box configured to receive the generated video combined with triggers and configured to send the triggers for retrieval of associated information;

a television coupled to the set top box configured to present video and information associated with the triggers; and

a user interface coupled to at least one of the set top box or the television, user interface configured to generate a request based on a user selection of the presented information associated with the triggers;

a request processing system coupled to the first user viewing system over a network connection, the request processing system configured to receive triggers from the first user viewing system, retrieve information associated with the received triggers, send the retrieved information associated with the triggers to the first user viewing system, and retrieve information based on the generated request received from the first user viewing system; and

a second user viewing system coupled to the request processing system over a network connection, the second user viewing system configured to receive the retrieved information that is based on the request.

2.   The system of Claim 1, wherein the set top box is coupled to the Internet and the set top box is configured to retrieve information from servers connected to the Internet based on the generated request.

3.   The system of Claim 1, wherein one or more triggers are associated with articles stored within a database coupled to the request processing system.

4.   The system of Claim 1, wherein the production system comprises an article associating component configured to associate articles with users based on one or more previously defined parameters.

5.   The system of Claim 4, wherein the parameters comprise at least one of an income range, a user location, a user gender, and a user age.

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6.   The system of Claim 4, wherein the request processing system is configured to retrieve an article based on the generated request, the one or more parameters, and stored information associated with the user.

7.   An interactive television method comprising:
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generating video combined with triggers at a production system;

receiving the generated video combined with triggers at a set top box over a communication link to the production system;

receiving the triggers at a request processing system from the set top box over a communication link;
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retrieving information associated with the received triggers;

sending the retrieved information associated with the triggers to the set top box;

presenting the video and the sent information associated with the triggers on a television coupled to the set top box;
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generating a request using a user interface coupled to at least one of the set top box or the television, the request being based on a user selection of the presented information associated with the triggers;

retrieving information at the request processing system based on the generated request; and
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presenting the retrieved information that is based on the request at a user computer system coupled to the request processing system.

8.   The method of Claim 7, further comprising retrieving information from servers connected to the Internet based on the generated request.

9.   The method of Claim 7, further comprising associating articles with users based
25   on one or more previously defined parameters.

10.   The method of Claim 9, wherein the parameters comprise at least one of an income range, a user location, a user gender, and a user age.

11.   The method of Claim 7, further comprising retrieving an article based on the generated request, the one or more parameters, and stored information associated with the
30   user.